



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 327840

Schedule Dates 08/21/12-08/27/12
Advertiser Pol/R Casey/R/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (135597)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY 8/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/20/12
Last Modified 08/20/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06288005
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,247.50
Net Total \$18,402.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Aug. 2012 28 \$17,550.00
Sep. 2012 6 \$4,100.00
Grand Total: 34 \$21,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	5:29A- Channel 11 News 530am	1		1	1	1	1			4	\$325.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 530A-5A/1	8/20/12
2.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	5:29A- Channel 11 News 530am	1	1							1	\$325.00	\$325.00	Pittsburgh (WPXI)	NEWS 530A-5A/2	8/20/12
3.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	7A- Today Show	2	2	2	2	2				8	\$25.00	\$4,200.00	Pittsburgh (WPXI)	TODAY 7-9A/3	8/20/12
4.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	7A- Today Show	2								2	\$25.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 7-9A/4	8/20/12
5.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	4:29P- Judge Judy 430p	1	1	1	1	1				4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/5	8/20/12
6.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	4:29P- Judge Judy 430p	1								1	\$375.00	\$375.00	Pittsburgh (WPXI)	JUDY 430-5P/6	8/20/12
7.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	5:30P- 6P (EST)	1		1	1	1				3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/7	8/20/12
8.0	Normal Line / Spot	08/21/12-08/24/12	5	:30	6:59P- Jeopardy	1	1	1	1	1				4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	JEOP 7-730P/8	8/20/12
9.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	6:59P- Jeopardy	1								1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	JEOP 7-730P/9	8/20/12
10.0	Normal Line / Spot	08/21/12-08/25/12	5	:30	Sell Pattern- *53a Tu-Sat Late News	3	X	X	X	X	X			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	LATE NEWS/10	8/20/12
11.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	LATE NEWS/11	8/20/12
12.0	Normal Line / Spot	08/26/12-08/26/12	5	:30	7A- 10A (EST)	2								2	\$300.00	\$600.00	Pittsburgh (WPXI)	SUN NEWS 7-10A/12	8/20/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.